

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

SUPPLEMENTAL STATEMENT

*Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended*

For Six Month Period Ending

JAN 29 1977  
(Insert date)

RECEIVED  
FEB 13 3 44 PM '77  
FEDERAL BUREAU OF INVESTIGATION  
ORIGINAL DIVISION

Name of Registrant Donald N. Martin

Registration No. 1381

d/b/a Donald N. Martin and Company

Business Address of Registrant 488 Madison Avenue

New York, New York 10022

I - REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address

Yes ☐

No ☒

(2) Citizenship

Yes ☐

No ☒

(3) Occupation

Yes ☐

No ☒

(b) If an organization:

(1) Name

Yes ☐

No ☐

(2) Ownership or control

Yes ☐

No ☐

(3) Branch offices

Yes ☐

No ☐

2. Explain fully all changes, if any, indicated in Item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☐

If yes, furnish the following information:

Name

Position

Date Connection  
Ended

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? ☐ Yes ☐ No

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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- 
5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal? ☐ Yes ☐ No

If yes, identify each such person and describe his services.

- 
6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?  
Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity?  
Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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## II - FOREIGN PRINCIPAL

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

*Name of foreign principal*

*Date of Termination*

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9. Have you acquired any new foreign principal<sup>1</sup> during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

*Name and address of foreign principal*

*Date acquired*

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10. In addition to those named in Items 8 and 9, if any, list the foreign principals<sup>1</sup> whom you continued to represent during the 6 month reporting period.

EUROPEAN TRAVEL COMMISSION  
BELGIAN NATIONAL TOURIST OFFICE

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## III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

For the European Travel Commission:

Organized 12 trade shows in major markets bringing together suppliers of European travel products with travel agents

Organized a luncheon meeting on November 1 for members of the press and ASTA officials in Madrid during ASTA Congress.

Organized a travel marketing conference held at the Waldorf-Astoria Hotel, New York City on November 17, attended by industry and government tourism officials

Produced trade print advertising

For the Belgian National Tourist Office:

Produced advertising for trade and consumer press

Produced radio spot commercials featuring the director of the Belgian National Tourist Office, New York

Arranged advertising in trade and consumer press

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<sup>1</sup>The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>2</sup> as defined below?

Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?

Yes ☐ No ☒

If yes, describe fully.

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<sup>2</sup> The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise?

Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>3</sup>

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See attached item 14(a).

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Total

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14. (b) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>4</sup> other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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<sup>3</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

<sup>4</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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See attached item 15(a).

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Total

15. (b) DISBURSEMENTS - THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value<sup>5</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>5</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office? Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V - POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

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<sup>5</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda?  
Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams  
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches  
☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

☐ Public Officials ☐ Newspapers ☐ Libraries  
☐ Legislators ☐ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☐ Other (Specify) \_\_\_\_\_

21. What language was used in this political propaganda:

☐ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Section, Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period?

Yes ☐ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

24. Did you file with the Registration Section, Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act?

Yes ☐ No ☐

## VI - EXHIBITS AND ATTACHMENTS

### 25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A<sup>6</sup> Yes ☐ No ☐

Exhibit B<sup>7</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (a) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?

Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>6</sup> The Exhibit A, which is filed on Form OBD-67 (Formerly DJ-306) sets forth the information required to be disclosed concerning each foreign principal.

<sup>7</sup> The Exhibit B, which is filed on Form OBD-65 (Formerly DJ-304) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.



26. EXHIBIT C

If you have previously filed an Exhibit C<sup>8</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

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27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements, been filed by all of the persons named in Items 5 and 7 of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

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The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

  
DONALD N. MARTIN

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Subscribed and sworn to before me at

New York, N. Y.

this

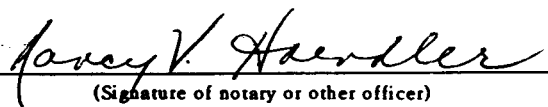
6<sup>th</sup>

day of

March

, 19 78

NANCY V. HAENDLER  
NOTARY PUBLIC, State of New York  
No. 24-4660381  
Qualified in Kings County  
Commission Expires March 30, 1979

  
(Signature of notary or other officer)

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<sup>8</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, Department of Justice, Washington, D.C. 20530.

Item 14. (a) RECEIPTS-MONIES

European Travel Commission

various	European Travel Commission	Radio campaign	\$ 5,526.86
various	European Travel Commission	Secretarial services, office space, etc.	12,000.00
various	European Travel Commission	Trade Promotion	9,583.49
various	European Travel Commission	West Coast Supermarts '77	78,307.18
various	European Travel Commission	Supermarts '78	45,000.00
various	European Travel Commission	Special Europe Focus Newspaper Sections	28,349.25
			<u>\$178,766.78</u>

BELGIAN NATIONAL TOURIST OFFICE

various	Belgian National Tourist Office	Advertising space	\$ 77,122.50
various	Belgian National Tourist Office	Sales Promotion	3,516.07
various	Belgian National Tourist Office	Advertising production	1,955.99
various	Belgian National Tourist Office	Radio campaign	<u>34,582.25</u>
			\$117,176.81

TOTAL: \$295,943.59

## DISBURSEMENTS

Item 15. (a) MONIESEuropean Travel Commission

various	Omeluk Studio	Trade Promotion	\$ 3,328.78
8/11	Images	Trade Promotion	3,158.00
8/11	Stephen Associates	Radio campaign	5,705.19
various	Charles Mark Reproductions	Industry Relations	1,056.24
various	Charles Mark Reproductions	Trade Promotion	2,239.92
11/21	RCA Global Communications	Industry Relations	419.90
11/21	Western Union Telegraph	Trade Promotion	973.85
11/21	Leigh Bureau	Industry Relations	1,500.00
various	Charles Mark Reproductions	Public Relations	464.40
1/20	Industry Exhibitors Service	Trade Promotion	4,000.00
10/3	Henry Senft Research	Industry Relations	660.00
10/14	Daniel M. Madden	Public Relations	1,050.00
12/6	Daniel M. Madden	Industry Relations	300.00
10/19	John Blair Mail Mktg.	Public Relations	478.64
12/13	Howard Apter	Public Relations	225.00
various	Todd Travel Promotions	Trade Promotion	2,000.00
1/13	Century Plaza Hotel	Trade Promotion	1,000.00
various	Travel Agent	Advertising space	2,536.64
11/2	Travel Trade	Advertising space	699.72
11/22	Travel Communications	Advertising space	1,232.84
			<u>\$ 33,029.12</u>

BELGIAN NATIONAL TOURIST OFFICE

various	Omeluk Studio	Brochure Production	\$ 2,170.00
various	Omeluk Studio	Advertising Production	3,062.00
11/21	Empire Recording, NY	Radio campaign	206.82
11/21	Wm. Buckley, NY	Radio campaign	203.50
11/21	Mary Ellen White Co., NY	Radio Campaign	274.73
various	Stephen Associates, NY	Radio campaign	27,873.20
8/2	Twin City Press	Sales Promotion	24,092.00
8/2	Travel magazine	Advertising space	1,083.73
various	Belgian American Trade Review	Advertising space	2,740.71
various	Ziff-Davis Publishing Co.	Advertising space	2,707.24
various	Bon Appetit	Advertising space	3,029.85
various	Travel Agent	Advertising space	1,405.44
12/7	Travel Communications	Advertising space	616.42
10/3	Maclean-Hunter	Advertising space	588.10
10/3	World Travel Digest	Advertising space	560.19
various	Travel Trade	Advertising space	1,364.59
10/7	New Yorker	Advertising space	8,663.20
10/7	Newsweek	Advertising space	9,028.23
11/2	Canadian Travel Press	Advertising space	645.57
various	McGraw Hill Publications	Advertising space	15,019.09
12/7	Time magazine	Advertising space	10,099.96
12/7	U.S. News & World Report	Advertising space	5,160.43
			<u>\$120,595.00</u>

Total: \$153,624.12

UNITED STATES DEPARTMENT OF JUSTICE  
REGISTRATION UNIT  
CRIMINAL DIVISION  
WASHINGTON, D. C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes \_\_\_\_\_ or No XXX

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes XXX or No \_\_\_\_\_

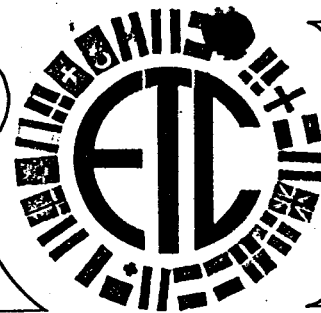
(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Donald N. Martin March 6, 1978  
Signature Date

Donald N. Martin  
Please type or print name of  
signatory on the line above

owner  
Title

# EUROPE



European Travel Commission • 488 Madison Avenue, New York, N. Y. 10022 • (212) 688-8060

From: Donald N. Martin and Company  
488 Madison Avenue  
New York, New York 10022  
Phone -- (212) 688-8060

RECEIVED  
OFFICE OF THE ATTORNEY GENERAL  
JAN 19 3 30 AM '76

For immediate release

REPRESENTATIVES OF 23 EUROPEAN COUNTRIES RECOGNIZING GROWING IMPORTANCE  
OF TEXAS MARKET WILL MAKE FIRST JOINT GOODWILL VISIT TO DALLAS THURSDAY

Representatives of the 23 Western European countries will make their first joint visit to Dallas, Thursday, January 19, in recognition of the State's growing importance as a major gateway for travel between Europe and America, the European Travel Commission announced today. President Carter recently approved direct scheduled trans-Atlantic air service between Europe and Dallas.

Hermann Krueger of Germany, who will lead the ETC delegates, forecast increased travel from Texas to Europe, and also a rise in the number of Europeans visiting Texas because of the easier access to the major tourist attractions of the Lone Star State. He said that Texas already ranks among the big ten states for travel to Europe. Surveys of Europeans, he added, have shown that Texas is one of the most popular U.S. destinations.

The tourism representatives of the European countries will present officials with a stand bearing the flags of all the ETC member countries--Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Great Britain, Greece, Iceland, Ireland, Italy, Luxembourg, Malta, Monaco, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey and Yugoslavia. They will stress "America's European heritage," the historic and cultural

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EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:  
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA  
MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

ties between Texas and Europe.

Representatives of the national tourist boards will be joined by leading airlines, travel packagers, hotels and other travel industry suppliers to bring Texas travel agents the latest information on what is happening in Europe this year and the new programs which have been developed. The ETC's "Europe Comes to You" Travel Supermart '78--the first ever held in Dallas--will be open to travel agents only at the Fairmont Hotel from 4 to 8 p.m. Thursday, January 19.

The ETC is comprised of the official government tourist boards of the member countries.

# # #

011078

# ETC EUROPE

European Travel Commission • 488 Madison Avenue, New York, N. Y. 10022 • (212) 688-8060

From: Donald N. Martin and Company  
488 Madison Avenue  
New York, N.Y. 10022  
Phone--(212) 688-8060

For immediate release

ETC COAST-TO-COAST TRAVEL SUPERMARTS '78

OPEN IN MIAMI, DRAW RECORD TURNOUT

RECEIVED  
DEPARTMENT OF JUSTICE  
JAN 10 3 50 AM '78  
REGISTRATION UNIT  
CRIMINAL DIVISION

The European Travel Commission today predicted a record-breaking year of American travel to Europe in 1978 as a result of the large turnout of travel agents attending the ETC "Europe Comes to You" Travel Supermart at the Omni International Hotel in Miami this week (Monday, January 16).

More than 600 travel agents and other travel industry marketers participated in the first of a coast-to-coast ETC-sponsored series of trade shows. South Florida travel executives said that it was at least twice the number that have attended this type of show in the market previously.

John Bertram, ETC's U.S. Chairman and North American Director of the Netherlands National Tourist Office, presented Mayor Maurice Ferre of Miami with a stand bearing the flags of all 23 ETC member countries in recognition of the growing importance of South Florida as a gateway for trans-Atlantic travel. In turn, Mayor Ferre presented each of the ETC member tourist directors a gold scroll of Miami. Mayor Ferre hailed the expansion of direct service between Miami and major European cities, which now include Amsterdam, Frankfurt and Madrid in addition to London and Paris.

more --

EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:  
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA  
MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

Representing their colleagues, Mr. Bertram, Hermann Krueger of the German National Tourist Office and Ken Leahy of the British Tourist Authority met with senior National Airlines executives, including President E. F. Dolansky, at the Miami-based carrier's headquarters. National recently was awarded routes to Amsterdam and Frankfurt.

This week ETC Travel Supermarts are also being held in Houston (January 18) and Dallas (January 19). All travel agents are invited free to the Supermarts, which are also scheduled in Los Angeles (Century Plaza, January 23), Anaheim (Inn at the Park, January 24), San Diego (San Diego Hilton, January 26), San Jose (Le Baron Hotel, January 31), San Francisco (Sheraton Palace, February 1), Seattle (The Olympic, February 3), Minneapolis (Radisson South Hotel, February 7), St. Louis (Sheraton St. Louis, February 8) and Detroit (Hyatt Regency Dearborn, February 9).

Participants in the Supermarts include ACT Charterways, Adda International Hotels, Aegean Travel, Aer Lingus, Air Canada, American Express Company, Atlas Ambassador, Austrian Airlines, Austrian National Tourist Office, Austrian Travel Agency, Auto Europe, Autoventure/Travel Planners, Avis Rent A Car, Belgian National Tourist Office, Bennett Tours, Braniff International, Brendan Tours, Britain Travel Advisors, British Airways, British Caledonian Airways, British Tourist Authority, BritRail Travel International, Budget Rent-A-Car, C.H. Tours, Canadian Pacific Air, Caravan Tours, Cartan Travel Bureau, Centroturist International Travel Organization, Char-Tours, Charter Travel Corp., City of Nice, Club Tamure, Continental Express, Cosmos of London, Cyprus Tourism Organisation, Danish National Tourist Office, Deutsches Reiseburo, Dial Britain, E&M Associates, ETAP Hotels International, Eurojet Corp., Euromic, Europacar, Europe by Car, Finland National Tourist Office, Finnair, Fourways Travel, French Government Tourist Office, French National Railroads,

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Gateway Holidays, German National Tourist Office, Greek National Tourist Organization, Host Travel, Hotel Representatives, Icelandic Airlines, Icelandic National Tourist Office, Inter-Continental Hotels, International Travel, Irish Tourist Board, Italian Government Travel Office, Jetaway, Jet-Exchange, "K" Lines-Hellenic Cruises, KLM Royal Dutch Airlines, Kompas Yugoslavia, Kuoni Travel, Laker Airways, Los Angeles Tour and Travel Service, Love Holidays, Lufthansa German Airlines, Luxembourg Tourist Office, Malta Government Tourist Board, Maritz Travel, Matterhorn Travel Service, Maupintour, Monaco Government Tourist Office, National Airlines, Nationwide Leisure, Netherlands National Tourist Office, New Horizons Holidays, Norwegian National Tourist Office, Pan American World Airways, Penta Hotels, Percival Tours, Perillo Tours, Portuguese National Tourist Office, Rank Hotels Sales Ltd., Rhine Cruise Agency, Scandinavian Airlines, Scandinavia Overseas Service, Scanworld, Shannon Castle Tours, Sofitel Hotels, Spanish National Tourist Office, Steigenberger Reservation Service, Swedish National Tourist Office, Swiss National Tourist Office, Touropa, Trafalgar Tours U.S.A., Trans Globe Tours, Trans World Airlines, Travel Charter, Travellers International Tour Operators, Turkish Tourism & Information Office, Unique Holidays, Unitours, Western International and Yugoslav National Tourist Office.

# # #

011878



European Travel Commission • 488 Madison Avenue, New York, N. Y. 10022 • (212) 688-8060

From: Donald N. Martin and Company  
488 Madison Avenue  
New York, New York 10022  
Phone -- (212) 688-8060

For immediate release

REPRESENTATIVES OF 23 EUROPEAN COUNTRIES RECOGNIZING GROWING IMPORTANCE  
OF TEXAS MARKET WILL MAKE FIRST JOINT GOODWILL VISIT TO HOUSTON WEDNESDAY

RECEIVED JUSTICE  
DEPT. OF JUSTICE  
MAR 10 3 20 PM '80  
FEDERAL BUREAU OF INVESTIGATION  
CRIMINAL DIVISION

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Heinz Patzak of Austria, who will

lead the ETC delegates, forecast increased travel from Texas to Europe, and also a rise in the number of Europeans visiting Texas because of the easier access to the major tourist attractions of the Lone Star State. He said that Texas already ranks among the big ten states for travel to Europe. Surveys of Europeans, he added, have shown that Texas is one of the most popular U.S. destinations.

The tourism representatives of the European countries will present officials with a stand bearing the flags of all the ETC member countries--Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Great Britain, Greece, Iceland, Ireland, Italy, Luxembourg, Malta, Monaco, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey and Yugoslavia. They will stress "America's European heritage," the historic and cultural

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ties between Texas and Europe.

Representatives of the national tourist boards will be joined by leading airlines, travel packagers, hotels and other travel industry suppliers to bring Texas travel agents the latest information on what is happening in Europe this year and the new travel programs which have been developed. The ETC's "Europe Comes to You" Travel Supermart '78--the first ever held in Houston--will be open to travel agents only at the Hyatt Regency Hotel from 4 to 8 p.m. Wednesday, January 18.

The ETC is comprised of the official tourist boards of the member countries.

# # #

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# EUROPE

European Travel Commission • 488 Madison Avenue, New York, N. Y. 10022 • (212) 688-8060

From: Donald N. Martin and Company  
488 Madison Avenue  
New York, N.Y. 10022  
Phone -- (212) 688-8060

For immediate release

## 23 EUROPEAN COUNTRIES RECOGNIZING GROWING IMPORTANCE OF SOUTH FLORIDA MARKET WILL MAKE GOODWILL VISIT MONDAY

Representatives of all 23 Western European countries will make a goodwill visit to South Florida Monday, January 16, in recognition of the region's growing importance as a major gateway for travel between Europe and America, the European Travel Commission announced today. In addition to London and Paris, President Carter recently approved direct scheduled trans-Atlantic air service to Madrid, Amsterdam and Frankfurt.

ETC Chairman John Bertram forecast increased travel from Florida to Europe, and also a jump in European travel because of the easier access to the major tourist attractions of the Sunshine State. He said that Florida already ranks among the big ten states for travelers to Europe. Surveys of Europeans, he added, have shown that Florida is one of the most popular U.S. destinations.

The tourism representatives of the European countries will present Florida officials with a stand bearing the flags of all the ETC member countries--Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Great Britain, Greece, Iceland, Ireland, Italy, Luxembourg, Malta, Monaco, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey and Yugoslavia. They will stress "America's European heritage," historic and cultural.

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The representatives of the national tourist boards will be joined by leading airlines, travel packagers, hotels and other travel industry suppliers to bring South Florida travel agents the latest information on what is happening in Europe this year and the new travel programs which have been developed. The ETC's "Europe Comes to You" Travel Supermart '78--the first ever held in Florida--will be open to travel agents only at the Omni International Hotel in Miami from 4 to 8 p.m. Monday, January 16.

The ETC is comprised of the official government tourist boards of the member countries.

# # #

010678

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For Immediate Release

From: Donald N. Martin and Company  
New York (212) 688-8060

LEADING SUPPLIERS TO JOIN TOURIST OFFICES

IN 'EUROPE COMES TO YOU' TRAVEL

SUPERMARTS '78

Some top suppliers of European travel products and services are joining up with the 23-member national tourist organizations of the European Travel Commission for a coast-to-coast series of 'Europe Comes to You' Travel Supermarts '78.

"Next year will be the biggest year in history for American travel to Europe -- some 4.4 million visitors -- and we want to help travel agents to become aware of and knowledgeable about the new products so that they can get in on what promises to be a sales bonanza," John G. Bertram, ETC's U.S. chairman and North American director of the Netherlands National Tourist Office said today.

"The Supermarts," he explained, "are unique, business-oriented, no-frills tradeshow where agents can shop for the latest information, including prices, on the travel products of all Europe under one roof in just one evening."

The Supermarts will be launched Monday, January 16 at the Omni International hotel in Miami. Others scheduled in the series include: January 18, Houston (Hyatt Regency Houston); January 19, Dallas, (Fairmont Hotel); January 23, Los Angeles (Century Plaza); January 24, Anaheim (Orange Co.) (Inn at the Park); January 26, San Diego (San Diego Hilton Hotel); January 31, San Jose (Le Baron Hotel);

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February 1, San Francisco (Sheraton Palace); February 3, Seattle (The Olympic);  
February 7, Minneapolis (Radisson South Hotel);  
February 8, St. Louis (Sheraton St. Louis Hotel); February 9, Detroit (Hyatt Regency Dearborn).

Travel Agents are invited free to the shows on their business cards.

Among the booth participants already signed up are: ACT Charterways, Adda International Hotels, Aer Lingus, Air Canada, American Express Company, Atlas Ambassador, Austrian National Tourist Office, Autoventure/Travel Planners, Belgian National Tourist Office, Bennett Tours, Inc., British Airways, British Tourist Authority, Britrail Travel International, Budget-Rent-A-Car, Caravan Tours, Cartan Travel Bureau, Centroturist International Travel Organization, C.H. Tours, Inc., Char-Tours, Continental Express, Cosmos of London, Deutsches Reiseburo, Inc., Dial Britain, Inc., ETAP Hotels International, Eurojet Corporation, Europacar, Europe By Car, Inc., Fourways Travel, French Government Tourist Office, Gateway Holidays, German National Tourist Office, Greek National Tourist Office, Host Travel Inc., Hyatt Hotels, Icelandic Airlines Inc., Irish Tourist Board, Italian Government Travel Office, Jetaway, Inc., Jet-Exchange, Kompas Jugoslavia, Kuoni Travel, Laker Airways Limited, Los Angeles Tour and Travel Service, Love Holidays, Lufthansa German Airlines, Luxembourg Tourist Office, Maritz Travel, Matterhorn Travel Service, Maupintour, Monaco Government Tourist Office, National Airlines, Netherlands National Tourist Office, Pan American World Airways, Inc., Penta Hotels, Portuguese National Tourist Office, Rank Hotels Sales Ltd., Rhine Cruise Agency, Scandinavian Airlines, Scandinavian National Tourist Offices, Scanworld, Shannon Castle Tours, Sofitel Hotels, Swiss National Tourist Office, Touropa, Inc., Trafalgar Tours, U.S.A. Inc., Trans World Airlines, Travellers International Tour Operators, Unique Holidays, Unitours, Yugoslav National Tourist Office and more.

# # #

From: **Wald N. Martin and Company**  
Madison Avenue  
New York, New York 10022  
Phone: (212) 688-8060

Special to: **TravelAge Southeast**

For: **THE EUROPEAN TRAVEL COMMISSION**

EUROPE TO LAUNCH PROMOTIONAL DRIVE  
WITH TRAVEL SUPERMART IN MIAMI

The European Travel Commission plans a major drive for "sun belt" tourists according to John G. Bertram, U.S. Chairman and North American Director of The Netherlands National Tourist Office. The promotion will be spearheaded by the first ever "Europe Comes To You" Travel Supermart held in the Southeast.

The Supermart, which will take place from 4 to 8 p.m., Monday, January 16, at the new Omni/Hotel in Miami, will offer agents an opportunity to "shop all Europe under one roof in just one evening." Airlines, both scheduled and charter; tour operators; hotel groups; car rental agencies; railroads and other providers of European travel products and services will join the 23 ETC member national tourist offices to bring agents the latest information on what's happening in Europe '78 including the specifics of travel packages and prices.

"The Miami Supermart is being sponsored by ETC to better equip travel agents in the region to get an increased share of commissions from an expected 4.4 million U.S. trips to Europe next year -- a 10% increase over 1977," Mr. Bertram said. "We are confident that an important share of this increase will come from the Southeast.

"Travel Agents will be presented with literally thousands of commissionable sales opportunities and they will be able to discuss these opportunities on the spot with the providers," according to Mr. Bertram.

ETC will follow up the Miami Supermart with consumer promotional activities throughout the Southeast. National tourist boards and commercial organizations also plan to step up their support of

more ---



Southeast travel agents through consumer advertising and promotion.

ETC's consumer promotional themes will emphasize the historic/cultural/heritage appeals of Europe which have been identified through market research as being the principal motivations of American travel to Europe.

Individual national tourist offices in their own promotional campaigns backing up travel agents will stress similar themes reflecting the attractions of their countries; for example, 1978 is "Heritage Year" in Britain. The French Government Tourist Office will tell prospective travelers that "France is a Festival;" the Danes, that their country is "So Easy to Love;" the Irish, "You Don't Have to be Irish to Love Ireland;" the Germans, "We are a Whole Lot More Than You Think;" the Italians, "Italy Has It all." Belgium is featuring "The Magnificent Seven" outstanding attractions of art and architecture. Norway will promote the Ibsen Festival honoring the 150th anniversary of the birth of the world-renowned author. Among the many anniversaries slated for celebration in Switzerland will be the 800th anniversary of the city of Lucerne.

Travel agents will be admitted free with their business cards at the European Travel Supermart in Miami, which will launch a nation-wide series. To date, trade shows have also been scheduled in Houston (January 18), Dallas (January 19), Los Angeles (January 23), Anaheim (January 24), San Diego (January 26), San Jose (January 31), San Francisco (February 1), Seattle (February 3), Minneapolis (February 7), St. Louis (February 8), Detroit (February 9).

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For immediate release

## EUROPE'S TOURIST CHIEFS TO JOIN U.S. EXECUTIVES FOR 'CHALLENGE OF CHANGE' MARKETING CONFERENCE

European Travel Commission President Joop Strijkers of The Netherlands, ETC Marketing Chairman Robert Hollier of France, ETC Research Chairman Leonard J. Lickorish of Great Britain, and ETC Executive Director Timothy J. O'Driscoll will lead a delegation of European tourism executives to the Trans-Atlantic Travel Marketing Conference Thursday, November 17, at the Waldorf-Astoria Hotel in New York City.

"Interest is rapidly building in the meeting, which will interface more than 250 key executives of airlines, tour operators, ground service suppliers, travel agencies and national tourist boards who are responsible for spending the major share of an estimated \$80-million on the promotion of travel to Europe in the U.S. next year," according to John G. Bertram, ETC's U.S. Chairman and Director of The Netherlands National Tourist Office. "Through presentations and panel discussions, we will seek the latest and best information for use in finalizing marketing plans for next year."

New ETC-sponsored research will be presented, including a survey on the impact of the introduction of bargain air fares and a pilot study among U.S. users of Europe as a site for conventions, meetings and incentive travel.

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Application for registration should be made to the European Travel  
Commission, 488 Madison Avenue, New York, New York 10022, telephone  
(212) 688-8060.

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TOP INDUSTRY EXECUTIVES WILL ADDRESS  
ETC'S TRANS-ATLANTIC MARKETING CONFERENCE

Travel industry leaders will gather Thursday, November 17, at the Waldorf-Astoria Hotel in New York City to "face up to the challenge of change." The meeting, sponsored by the 23-nation European Travel Commission, will feature presentations and discussions on crucial issues which will have major impact on trans-Atlantic travel during the coming year.

Speakers will include George Waters, President, Travel Related Services, American Express Company; Arthur Frommer, President, Arthur Frommer International; Don Farmer, Director, Bureau of International Affairs, Civil Aeronautics Board; Robert Hollier, ETC Marketing Committee Chairman, French Government Tourist Office, Paris; Leonard J. Lickorish, ETC Research Chairman, British Tourist Authority, London; Enrico Striano, Director, North America, Alitalia; James Montgomery, Senior Vice President-Marketing, Pan American World Airways; George Paulos, Vice President, Trans International Airlines; W. A. Hardenstine, Senior Vice President-Sales, World Airways; and Russell Baker, New York Times syndicated columnist.

Additional speakers will include Joop Strijkers, ETC President, Netherlands National Tourist Office, The Hague; Dr. Timothy J. O'Driscoll,

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ETC Executive Director; Irwin Robinson, Chairman, Travel Weekly; Rex Fritschi, President, Rex Travel Organization, Inc., Chicago; and John G. Bertram, U.S. Chairman, ETC, Netherlands National Tourist Office.

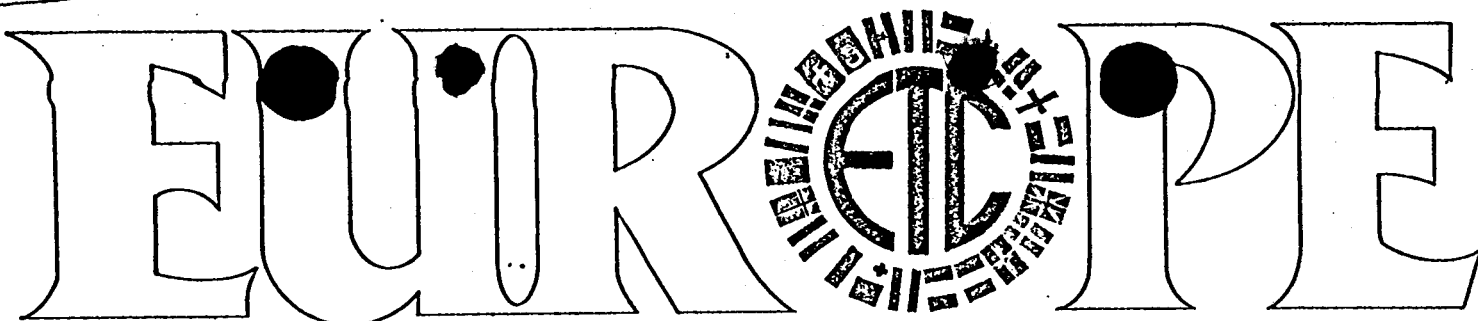
Research and marketing presentations will be made by Ed Berrol, Vice President and Associate Research Director, Ogilvy & Mather Inc.; Noel Sweeney, Rapporteur, ETC Marketing Committee; and Donald N. Martin, ETC Marketing Consultant.

The meeting will open at 9 a.m. and will continue through luncheon.

Invited special guests are Thomas R. G. Fletcher, Assistant Deputy Minister of Tourism for Canada, and Jeanne Westphal, Deputy Assistant Secretary for Tourism, United States Travel Service, United States Department of Commerce.

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For: THE EUROPEAN TRAVEL COMMISSION

ETC'S ALL-INDUSTRY MARKETING CONFERENCE  
TO 'FACE UP TO THE CHALLENGE OF CHANGE'

The European Travel Commission, comprised of the 23 national tourist organizations of Western Europe, has called an all-industry Trans-Atlantic Travel Marketing Conference to be convened Thursday, November 17, at the Waldorf Astoria in New York City.

John Bertram, ETC's U.S. chairman and North American director of The Netherlands National Tourist Office, said the conference will bring together some 300 decision makers from Europe and North America "for a hard-hitting discussion of common objectives and down-to-business presentations of the latest, most authoritative information and ideas useful in finalizing 1978 marketing plans." Theme of the session is "Facing Up to the Challenge of Change."

Agenda items include an examination of the new bargain air fares from the standpoint of their effect on growth and profitability -- their impact on travel patterns, diversion from other fares, opening new markets, the handling of arriving tourists by European reception agents and hotels as well as the

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packaging operations of wholesalers and sales operations of U.S. travel agents. An effort will also be made to gauge consumer response and level of satisfaction.

Authorities will present an up-to-date picture of the economic outlook as it is likely to affect tourism, and forecasts on two-way travel across the Atlantic for next year and into the 1980's.

Research presentations will include the findings of a new ETC study of Europe's capabilities for filling the needs of U.S. planners of conventions, business meetings and incentive travel.

Application for registration should be made to the European Travel Commission, 488 Madison Avenue, New York, New York 10022, telephone (212) 688-8060.

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# ETC EUROPE

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## Special to The Travel Agent

### EUROPE'S 'SECOND SEASON' NOW BIG BUSINESS FOR U.S. AGENTS

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If any travel agent doubts that Europe's second season--the Lively Months from fall through spring--can be sold, he need only look at the statistics on the volume of American travel to Europe during this period. From fall last year through spring this year, some 1.4 million Americans traveled to Europe. And for the same period beginning fall 1977, the European Travel Commission is forecasting a 10 per cent increase, which approaches the total volume of travel to Europe a decade ago.

John Bertram, ETC's U.S. chairman and North American director of the Netherlands National Tourist Office, said that U.S. travelers are becoming increasingly seasoned and less seasonal. "That is," he added, "Americans increasingly savor the lively activities of the Europeans' Europe when theatre, opera, concerts and ballet are going full blast side by side with uncrowded sightseeing and special fun of rubbing elbows with the local people in cafes, pubs and tavernas."

ETC points out that there is a wide range of "Lively Months" products on the market. Here's a sampling of some of the fascinating activities and travel programs:

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just  
to "shop. under one roof, in/one evening," for the products of all Western Europe.

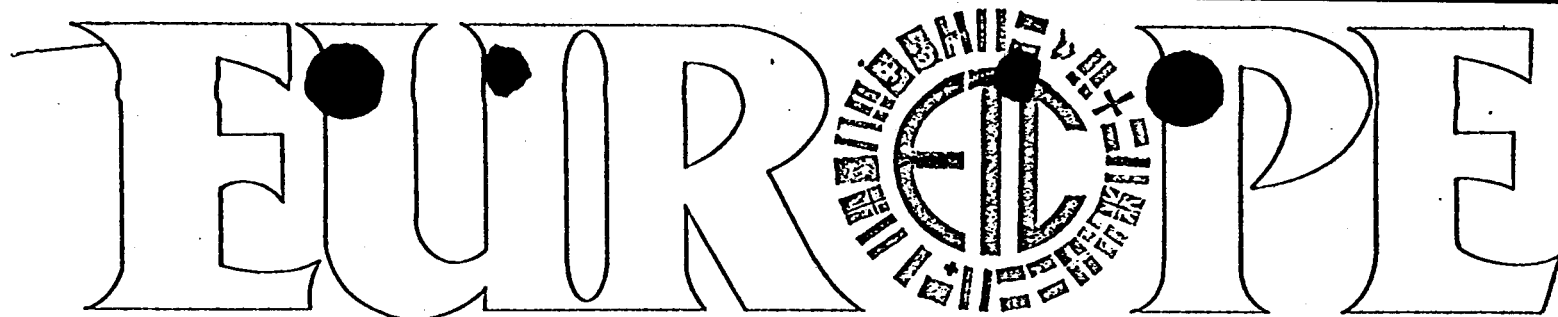
The schedule of Supermart locations includes Miami (January 16); Houston (January 18); Dallas (January 19); Los Angeles (January 23); Anaheim (January 24); San Diego (January 26); San Jose (January 31); San Francisco (February 1); Seattle (February 3); Bloomington (February 7); St. Louis (February 8); Dearborn (February 9).  
format of the

These Supermarts will follow the/highly successful initial series of such trade shows sponsored by ETC and held on the West Coast earlier this year. These and other joint ETC/industry trade promotions will be followed-up by consumer advertising, public relations and publicity aimed at helping to drive the consumers into the travel agents' store.

We consider the travel agency industry in the United States as our essential partners in marketing the European travel product. It is a partnership that has proven to be highly profitable to all concerned including the consumer, who continues to find a European holiday unique in both quality and value for money.

# # #

101277



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Special to The Boston Globe

HOW TOURIST OFFICES CAN ASSIST YOU

by

Dr. Emilio Tommasi  
Travel Commissioner, Italian Government  
Travel Office, and Vice Chairman,  
European Travel Commission

The planning of a trip to Europe is part of the fun. Reading up on the countries, and their varied regions, will make your holiday more meaningful. Refreshing your knowledge of historic places adds to the pleasure of the experience.

You'll be surprised at the wealth of beautiful, informative, practical literature which you can obtain free from the 23 member national tourist offices of the European Travel Commission.

You'll get ideas on where to go and how much time to budget. You'll be less likely to miss places which may be lesser known, but which have special interest to you. In addition to touristic attractions, you may want to get into subjects related to your hobbies, business or profession; sports activities like golf, tennis, sailing; social development and so on.

The tourist office brochures often include maps; information on weather, hotels and restaurants; suggestions on how to meet the people, special welcome programs, etc.

Book your trip through your travel agent. As a professional, he can take care of all the details. He can tailor a program for you or suggest a package

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that fits your interests and your budget.

For a list of names and addresses of ETC member national tourist offices, please write to the European Travel Commission, 488 Madison Avenue, New York, New York 10022.

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Special to: TRAVEL TRADE

For: THE EUROPEAN TRAVEL COMMISSION

## EUROPE OFFERS TRAVEL AGENTS

### A 'SECOND SEASON' OF RECORD SALES

by John G. Bertram  
U.S. Chairman  
European Travel Commission

All forecasts for American travel to Europe this fall, winter and spring period are bullish and the listings of European tours in this issue demonstrate that the product is there, packaged for ease of purchase and ease of sale by the travel agent. Actually, we're moving into Europe's "second season," selling period that can significantly boost the profits of aggressive travel agents.

While fall through spring is a second season, it is not second best. Actually, it is the period of the European's Europe -- the "Lively Months" -- when theatres, concert halls, opera houses light up all over Europe with exciting new productions; when cafes, pubs and beer gardens buzz with happy conversations; when the calendar of winter sports begins to warm up. All together the goings on promise a very special experience for the American whether he's been to Europe once before or a dozen times. In short, Europe's "Lively Months" can and will be sold. It's up to you travel agents who have already made 1977 a record year for U.S.

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visitors to Eu

The volume of American travel during the first 8 months increased 11% over the same period of last year, more than 2.6 million Americans crossed the Atlantic. They were motivated mostly, our research shows, by the variety and incomparable number of historic, cultural and heritage attractions. Total U.S. traffic to Europe this year will approach 4 million and ETC is forecasting a further growth of 10% next year over 1977.

#### Trans-Atlantic Marketing Conference

At the time of writing, new fares and new concepts for transporting Americans to Europe have been initiated or proposed. This has produced some confusion, but at the same time, it seems to have excited the market. In addition, it has raised questions about constructively dealing with the situation from the consumer's standpoint and the vitally important matter of profitability to all elements of the industry.

In its role of serving the industry as a catalyst, ETC is calling together key executives from Europe and North America at a Trans-Atlantic Marketing Conference at the Waldorf-Astoria Hotel in New York on Thursday, November 17. The various components of the industry and the member national tourist offices will be presenting the most up to date and authoritative data now available on which to base 1978 marketing strategies. Applications to participate in the conference should be addressed to Hans Friis-Jacobsen, Director, Trade Relations, Donald N. Martin and Company, 488 Madison Avenue, New York, New York 10022 (telephone 212 -- 688-8060).

#### 1978 Supermarts

In its marketing program for 1978 ETC, in concert with member national tourist offices, carriers, tour wholesalers, hoteliers, car rental firms, railroads and other factors in the industry, will make an all-out effort to aid the travel agent in becoming fully aware of the salable, profitable European merchandise on offer. Part of this effort will be directed to organizing a series of "Europe Comes To You" Travel Supermarts in key cities. At these marts, the travel agent has an opportunity

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Spain offers both sun and snow. In the Sierra Nevada mountains, you can ski while down below on the beaches of the Costa del Sol your clients can frolic in the sun. Atesa Marsans has an excellent one-week ski package to the Sierra Nevada out of New York and, if your clients so desire, it can be divided between Torremolinos and the mountains.

In neighboring Portugal, clients who are looking for something different can get a taste of living in an apartment on the mild and sunny Algarve coast. Holiday, Ltd. of Boston has a two-week package with accommodations in a studio apartment at Torralta on beautiful Alvor beach. All types of markets are nearby so clients get the real feel of discovery by actually living and shopping among the people.

Ireland presents an even more down-to-earth living the life of people program. Irish Cottage Limited at Shannon International Airport runs a Rent-a-Cottage program. Traditional cottages are available in various locations throughout Ireland, and they are equipped with modern conveniences including central heating. And a special attraction for the horsey set is fox hunting, from November through March.

Needless to say, the British are not to be outdone when it comes to fox hunting. The King's Arms Hotel, in Kingsbridge, Devon, offers a one-week hunting holiday complete with horses, fees, meals and accommodations which, incidentally, consist of a private room with bath - and a four-poster bed. By the way, within 20 miles of Kingsbridge a vessel called the "Mayflower" sailed for the Colonies in 1620. Americans planning to visit Britain before the end of this Silver Jubilee year can take advantage of many savings if they have served in the U.S. forces in the United Kingdom.

If your client not only wants to get away from it all as well as go way back in history, the Eastern Mediterranean offers many possibilities. Turktour of

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New York is among operators offering packaged visits to Turkey, including an 18-day archaeological tour.

In Greece, CHAT Tours offers a two-day all inclusive tour to Argolis. The highlights of this truly enjoyable tour include a stop at the Corinth Canal, visits to the famous theatre of Epidaurus, Temple of Asklepios as well as the Lionesses Gate of Mycenae.

Cyprus offers three tempting possibilities. Your client can loll on the beach, ski in the Troodos Mountains and/or partake of the remaining splendors of at least ten different civilizations starting with the Greco/Roman.

Ideal for the winter is a 7-day Dalmatian Sunshine Tour of Yugoslavia. Your client not only gets to see the mild, beautiful Dalmatian Coast but some of the dramatic lake country inland. The drive from Split on the coast to Plitvice Lakes offers an exciting new experience to most Americans.

Italy is, of course, a treasure house of sights and tours, but how many clients have you booked on a leisurely tour by train in these rushed days? Consider this. The so-called B.T.L.C. "Go Anywhere" plan allows unlimited travel on the entire Italian State Railway system, including free seat reservations, for a period from 8-30 days. This applies also to the special Rapido trains and the de luxe T.E.E. trains; the latter for First Class tickets only. Thus for only \$104 in First Class per person (children under four are free and under 12 years of age half fare), clients might work their way up at a leisurely pace from Taormina in Sicily to Genoa in 21 days.

Across the Alps, the Swiss have come up with the perfect offer for second honeymooners, "Spoil Your Wife in Lucerne." For about \$40 per person, this package provides two nights' room with bath and breakfast, a welcoming drink, free transportation on Lucerne buses, admission to the Transport Museum, visit to a wine cellar with wine-tasting, a guided tour of Old Lucerne, admission to the Casino and reductions on tickets to plays, concerts and other excursions and museums. Who says only the Shah of Iran and Jackie Onassis can afford to visit Switzerland

more ---

in the winter?

Speaking of spoiling a beloved spouse, a more cosmopolitan version is available from November through March in a "Viennese Weekend." For \$78 per person, your clients get accommodations at a first class hotel, breakfast buffet, welcome cocktail, ticket to an operetta performance and a dinner at a typical "Heurigen" restaurant. Needless to say, a performance at the famous State Opera is a must during that period, and good orchestra seats are available between \$20 and \$40.

Germany, aside from many other events, offers its unique Carnival season and celebrations from January 6 to February 7, with special fun-filled celebrations and parades in Munich, Mainz, Cologne, Duesseldorf and other cities. Or add to the fun by skiing the German Alps.

Carnival is, of course, celebrated all over Western Europe including Luxembourg, but attention must be called to the latter because it is a delightful little country offering "Gourmet weekends," available from November through March in a number of hotels and country inns. Prices range from about \$40 to \$60 per person and include meals from dinner Friday night through lunch on Sundays. A stay in a country inn of the Ardennes region can be most cozy for your clients as well as delectable.

Belgium, celebrating the 400th anniversary of the great painter Peter Paul Rubens, has special Rubens Festival tours which are available until March 31, 1978. Mercator Tours offers a two-week motorcoach tour with special attention to museums, cathedrals and monuments. It covers Brussels, Antwerp, Ostend, Liege, Namur, La Roche and Liege as well as other localities. Agents should check out the Belgium's Bonus Days promotion, offering them extra cash incentives and their eligible clients \$300 worth of free goodies.

Scandinavia is bidding for visitors with a number of travel incentive programs and interesting tours. In wonderful Copenhagen, the "Business Travelers Special"

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provides, from about \$19.95, room with private bath, continental breakfast, transfers and a welcome kit. It's available through April 30. A 15-day economy hosted "Christmas in Finland" tour visiting Helsinki departs New York December 19 and provides twin-bedded room with bath or shower at a tourist class hotel, continental breakfast daily and a half-day sightseeing with visits to museums, exhibits, etc. The land cost is \$168, double occupancy. The Stockholm "Viking Venture" offers seven nights' hotel with private bath, continental breakfast, free entrance to a nightclub and other fascinating attractions. The cost is from \$556, including trans-Atlantic air transport. In Norway, the "Lillehammer Ski Venture" is priced at about \$171 for land cost and provides five nights at a resort with breakfast and lunch or dinner, two nights in Oslo with breakfast, transfers and round-trip rail transportation from Oslo. In addition to the remarkable attractions of geysers and moonscapes in Iceland, your clients can get a break in the best hotels. Prices, for example, at the Hotel Saga start at about \$34, double occupancy, during this period.

The regal Principality of Monaco boasts events such as an opera season, fireworks displays and an international circus festival. Two of the many tour packages on the market are "The Grand de Paris" and "A Taste of Lavish Living."

For clients easily satisfied by the very best, France lists a "Paris Aristocrate" package featuring six nights at the Hotel Ritz and including round-trip trans-Atlantic fare, transfers by private car, continental breakfast daily, one gourmet lunch or dinner, a cruise on the Bateau Mouche at prices from \$599 from New York. For those who want to go all out, they can receive the same features as above but with a suite at the Ritz and a Concorde flight between Washington and Paris for \$2,450.

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The Netherlands is promoting extended stays of from four to seven nights including visits to the provinces. The suggested itinerary uses train and air travel.

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